

October 2009 Fleet Update

More Than Just A Rental Store
Birch 'In the News'...



Whatcom Hospice House ground breaking ceremony in September.



Read the full **RED** article...

Birch's 2009 Demo Days ...



- close to 1000 lbs of wild salmon
- 1800+ Hempler's dogs
- 200+ lbs of coleslaw
- a plethora of Tim's Cascade Chips (Jalepeno was very popular)

September was another active month at Birch going full swing after Labor Day with our Annual Demo Days on the 3rd, 10th, and 24th. Thanks to the 1500+ people that spent an afternoon at one of our locations getting better acquainted with our staff and more familiar with our fleet via hands-on demos or 'friendly' competitions (no, that isn't why the Chief of Police was present at Anacortes). If your didn't make it...we'll see you next year! Now that Fall has officially arrived it's time to think about prepping for the weather ahead. Need to clean gutters, trim branches, get your yard in good condition or start an indoor project around the house?

Birch is Tweeting ... [click here to](#)



Read the full **Bellingham Herald** article...

It's Fall...Time to Aerate Your Lawn

For optimal effectiveness, aeration should be performed at least once annually. Spring (between March and May) or Fall (between August and November) are the ideal times to aerate grass. Lawns that receive regular aeration will be greener, easier to maintain and suffer from fewer pest problems and disease.

To Achieve the Best Results:

- Water area to be aerated the night before. This will help to soften the soil, allowing for maximum core penetration.
 - Before beginning, map out any obstructions such as sprinkler heads or drains.
 - Cover entire lawn & go over high traffic areas more than once.
 - After aerating, water the lawn and apply fertilizer. This will promote growth and allow grass to compete with weed growth.
- Thatching goes along with aerating; a thatcher will get rid of the plugs and your lawn will keep healthier with the dethatching. Birch has aerators & thatchers available for rent.



Call anytime, we're available **24 hrs/day**

4th Quarter Specials - October ...



185CFM Compressors
Starting @ \$5,499



Light Towers
Starting @ \$2,999



H50 Industrial Forklifts
Starting @ \$11,999

Winter season is fast approaching & Birch is ready with truckloads of pumps, generators, dehumidifiers, heaters, blowers, fans, light towers, and much more.

A few reminders for the upcoming months:

- Daylight Savings starts Sunday, Nov 1st (roll clocks back)
- Fire Depts recommend that all households & businesses get in the habit of changing batteries in heat detectors & smoke alarms annually at this time, if your building doesn't have both, it should (at minimum a smoke alarm).
- Practice your Emergency Action Plan at home and work
- Talk to children about firefighters (let them see pictures of a firefighter in full gear --- can be pretty intimidating)
- Check the pressure level on your fire extinguisher
- Replace flashlight batteries (or get battery-free one)
- Update first aid kit
- Reverse direction of your ceiling fan to circulate warm air
- Birch has 24hr on-call service that includes equipment rental, delivery and repair--- call any store, anytime!



For more info on all tools & equipment go to: www.birchequipment.com.



Dehumidifiers
Starting @ \$699



60# Elec Breakers
Starting @ \$499



375k BTU Pro Heaters
Starting @ \$299



Atlas Thermal Gloves
Special @ \$4.59



Kids Carhartt Jackets
Special @ \$39.99



Stanley Multi Tools
Special @ \$16.49

For more information on buying new or used tools and equipment contact any store or purchasing@birchequipment.com.

Keeping healthy the Birch way...

Please be sure to check with your own physician before embarking on any of these fitness programs!



The media is inundating us with pharmaceutical offers and flu fears. As we look for ways to protect ourselves and our families it circles back to what our great-grandparents lived by, instead of popping a pill or taking a shot...

• **Get Rest - 8hrs / night** • **Eat Well** • **Drink Lots of Water** • **Keep Moving - Exercise**
Earlier this month, one of our own, **Cara Buckingham, Information Director**, ran the Portland Marathon, and in the process qualified for the Boston Marathon (with an 8.5 mile average covering the 26.2 miles in 3:44:24).

Considering ourselves exercise buffs, looking for more inspirational stories and also wondering if there is another sporting event Birch can enter to win (haven't brought home golf tournament or softball trophies since Birch's inception in 1972); we sent an RFI (request for info) to the 100 other amazing Birch team members and received the following inspiring tips and habits of our co-workers:

Tanya Prentice, Asst Manager Anacortes Store - "Does Red Bull count? It improves performance, increases concentration, improves reaction speed and stimulates the metabolism!"

Jason Sharp, Assistant Manager Birch Industrial Division - "Well...now that it's football season, my beer can arm curls are keeping me firm."

Stephen Mitchell, Manager Anacortes Store - (edited version) - "Running?! ...I've developed a severe allergy to that word.. If I hear it or even think about it I end up supine on the couch with a dozen beer, 5 cheese burgers & 1/2 gallon of ice cream.

Bruce Miner, Central Dispatch Manager - (again with the edited version) - "Looking for info requested from all stores...don't make me start my exercise program by coming to your store & kicking your _____, (yes, he admits he had to spell check exercise)!"

Incoming Fleet ...

Portable Magnetic Drills

- Compact height of 12-1/4"
- Lightweight at 22 lbs
- 7.5amp / 110 volt / 450 rpm
- Powerful high-density dual-coil magnet - 3300# holding strength
- Drills up to 1-1/8" diameter holes



Excavator Breaker Attachments



- 5000 ft lbs
- 4520 lb Operating Weight
- 580-720 bpm in high speed
- 420-580 bpm in low speed
- Fits 200 - 300 class excavators
- Narrow front head allows for trenching in confined spaces

Mortar Mixers



- 7 cubic foot
- 2 to 2-1/2 bag capacity
- Front post hand clutch
- Extendible axle (34" to 46")
- High speed 20" tires
- Rubber blades & safety chain

Looking for a certain tool or type of equipment? Check out our website and if you don't see what you're looking for ... call us, we'll find it! www.birchequipment.com

BIRCH EQUIPMENT Fall Home DIY Projects... Birch has what you need:

- Texture Guns
- Airless Paint Sprayers
- Floor Nailers
- Drywall Lifts & Carts
- Tile Saws & supplies
- Ladders & Scaffolding
- Carpet Installation Kits
- ... and much more!

Call any store, anytime...we're available 24 hrs / day.

OPEN : M-F [7:00-5:30] Sat [7:00-3:30] www.birchequipment.com

Anacortes 8876 S. March Pt. Rd. 360-293-7788
Bellingham 1619 Kentucky St. 360-734-5717
Mt. Vernon 2609 Old Hwy. 99 S. 360-428-7788
Sitka, AK 210 Jarvis Street 907-747-5315

\$10 OFF

With Any Tool Or Equipment Rental Of \$60.00 Or More OR A FREE T-SHIRT

*Cannot be combined with any other offer. This coupon must be presented at time of rental. Expires 12/31/2009

Home Improvement • Construction • Industrial Local • Bigger • Better

Upcoming Equipment Safety Training ...

The following 30 - 45 minute training classes start at 10am in Whatcom County and 1pm in Skagit County:

October 22nd - Extension Ladders & Planks
 October 29th - Air Compressors < 100CFM

Weekly training classes are open to the public FREE of charge. Classes are scheduled out for the year ... check out the training calendar on the Birch website at:

www.birchequipment.com